



# Integrated Media

Informing communities, whether through journalism or public relations, serves democracy and the public good, and raises awareness of social injustices. Accurate, fair, and complete information is platform-neutral – available on the Web and via social media, as well as in print and broadcast. The media world, with unlimited access to information, has never been richer.

## THE PROGRAM

Gonzaga's Integrated Media Department weaves the related disciplines of Journalism, Broadcast Studies, and Public Relations into an environment where students can learn and hone their writing, interviewing, strategic communications, and technological skills. These specialized communication skills become bridges for students into careers or further scholarship in graduate school.

The Integrated Media Department offers **majors and minors in Broadcast Studies, Journalism, and Public Relations** within the College of Arts and Sciences.

The Integrated Media programs strive to guide students toward academic excellence and tangible career goals. The curricula reflect the Catholic, Jesuit character and liberal arts traditions of Gonzaga.

Students have many opportunities to develop storytelling and strategic communication techniques as they experiment with multiple platforms and methods and learn through the lens of social justice and Ignatian pedagogy.

The coursework in Integrated Media programs teaches the skills and uses of technology and theory required of media professionals. Yet it balances this skill-based instruction with a philosophical grounding in ethical and proficient communication.

In addition to coursework in traditional classroom settings, students regularly engage in hands-on media production experiences. The Integrated Media Department computer lab and TV studio are equipped for students to practice working in a contemporary news and video-editing environment. Students further hone skillful and responsible communication through internships in professional environments. They may earn academic credit for these internship experiences.

Campus media outlets include **GUTV** and **KAGU**, Gonzaga's television and radio stations, and **The Gonzaga Bulletin** ([gonzagabulletin.com](http://gonzagabulletin.com)), the student newspaper. Each offers opportunities for students to sharpen media skills learned in the classroom. Additionally, work created for these outlets helps build a substantial portfolio for applications to graduate schools and for internships and employment opportunities.

Our graduates are competitive applicants for service programs such as Teach for America and the Jesuit Volunteer Corps. Others have gone on to law school or to business, education, and nonprofit settings.

## BROADCAST STUDIES

The Broadcast Studies program provides students with the worldview and skills necessary for creative and responsible work in the television and radio industries. Broadcasting majors are taught to emphasize work that makes a positive difference in their communities and the broader world.

To master their technical skills, students create a series of shows that are streamed live. **GUTV** also posts its broadcasts on its **YouTube channel**. Students engage in all aspects of the creation and production of these shows, including on-air roles, camera work, directing, mixing the audio, and non-linear editing.

Internships in broadcasting-centric workplaces allow students to burnish knowledge and experience acquired in classes in the professional world. Each semester, Spokane's television and radio news organizations, such as the network affiliates and regional film production companies, invite our students to work alongside professionals in a range of appropriate roles. Academic credit toward major course requirements is available for internships, which faculty must approve.

## JOURNALISM

The Journalism program cultivates students' interests and techniques in gathering information through research and interviews, and writing for the variety of media platforms. The program emphasizes the role and responsibilities of journalism within the context of civic and political participation. It supports the Gonzaga Mission Statement's commitment to social justice and seeks to develop among its students an awareness of injustice. Courses in journalism history, media law, ethics and press theory form the philosophical foundation for the major and minor.

Journalism students focus on issues of civic and cultural importance with a traditional news stance in their work, but there are ample opportunities for experimenting with styles of journalism that are appropriate for magazines, publications with a literary bent, and emerging Internet-based platforms. Students also improve their visual storytelling skills in photojournalism and multimedia design courses. Most Gonzaga journalism students work for the weekly student newspaper, **The Gonzaga Bulletin** ([gonzagabulletin.com](http://gonzagabulletin.com)).

For the **senior capstone project**, students demonstrate proficiency in the journalistic foundations of reporting, writing, and designing news products. In addition, students are expected to demonstrate understanding of the philosophical core of journalism's historical role in the development of civic conversation and in the varied political systems around the globe.

Many Journalism students garner journalistic experience in the professional environment through **internships**. They may also earn academic credit for their internship experiences. Students intern during summers in their hometowns at a local paper or magazine, or during the school year at media companies in Spokane like the city's daily newspaper, The Spokesman-Review, or the weekly Pacific Northwest Inlander. Some students also work at the Associated Press Data Center located in Spokane, gathering high school and college sports scores from around the country.

Gonzaga's student journalists have also been awarded prestigious internships with the San Francisco Chronicle, the Denver Post, and the San Jose Mercury News, as well as the Washington D.C.-based National Geographic magazine.

Journalism graduates pursue careers in a range of fields, from traditional news organizations to communications specialists in the political arena. Some continue in academia, seeking graduate degrees in M.F.A. writing programs or law degrees.

## PUBLIC RELATIONS

The Public Relations Program combines the study of communication theory, corporate communication strategies and structures, general business concepts, and experiential planning and research techniques to best prepare students for work in the profession. Gonzaga's program emphasizes the ever-growing role of public relations in the upper levels of organizations and in building strong relationships. The program also addresses new developments in the profession such as digital communication, a compressed news cycle, the merger of reputation and brand management, and an increased demand for research-based perception measurement. Courses in public relations writing, research, speech writing, media law, strategic communications, and campaign planning form the professional foundation for the major.

Public relations students gain an advanced level of public speaking acumen that includes practice in speech writing and delivery for a variety of public relations-specific contexts as well as experience in media coaching and speech writing for corporate executives and spokespersons. As part of the Public Relations coursework, students gain hands-

on skills conducting organizational research for an actual client and working directly with local organizations in creating comprehensive public relations campaigns.

All public relations majors obtain public relations experience in the professional environment through an **internship** with local, national, and international nonprofit and for-profit organizations such as the Red Cross, Special Olympics, American Cancer Society, YMCA, Catholic Charities, Nordstrom, and General Electric. Internship experiences have included corporate media kit development; crisis communication plan development; social media and website management and development; corporate communication; speech writing; event planning and execution; and, campaign planning and execution.

For the **senior capstone course**, students write a comprehensive thesis designed to integrate and synthesize their cumulative academic experience as it relates to their public relations coursework, internship, and the Ignatian values espoused in the University's mission. Additionally, students learn profession-specific networking and job hunting skills including cover letter and resume development and interview preparation.

Public relations graduates pursue careers in a variety of sectors. Graduates have chosen to work in top public relations agencies such as Edelman, WE Communications, and Weber Shandwick as well as in corporations such as American Red Cross, Microsoft, and Glass Door. Some have served as Peace Corps volunteers while others continue in academia, seeking graduate degrees in the communication field or serving as teachers.

Public relations skills also enhance other degrees. Political Science students interested in developing their political campaigning skills, students in the humanities with interests in promoting and publicizing the arts, Sports Management students interested in the promotional aspects of a sport, and business students seeking to complement marketing and management concentrations may consider the Public Relations minor.

## THE PEOPLE

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